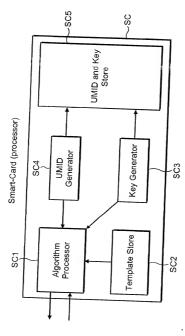


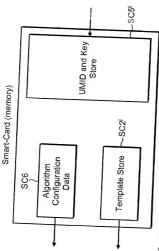
Seller registers with transaction-server, setting passwords, bank account details etc. · Transaction-server sends smart-card to seller

. Seller designs template and chooses algorithm using the transaction server web-site · Seller's smart-card is configured

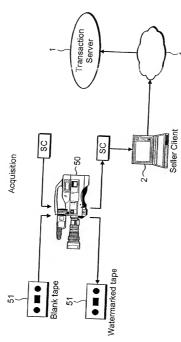
FIG. 2



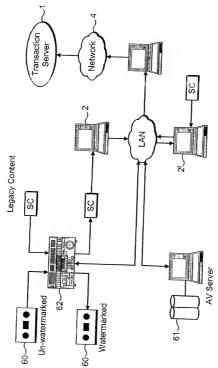
·All algorithmic processing, key generation and UMID generation is performed on the smart-card



•Smart-card initialised with algorithm configuration data and template • Generated UMIDs and keys are loaded onto the smart-card

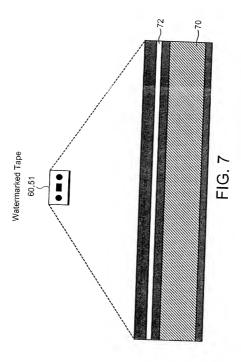


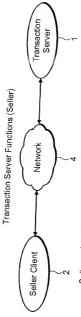
·Upload transaction-server with UMIDs, keys, metadata, price information, conditions-of-sale, etc



· Upload transaction-server with UMIDs, keys, metadata, price information, conditions of sale, etc

<u>.</u>





Seller registration (approval, passwords, bank account details etc.)

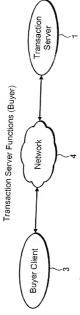
Visible watermark template design, validation and registration Algorithm specification and registration

Establish business rules for UMIDs Publish metadata (clip-length, time & date etc.)

View / monitor buyer interest and sales

Secure upload of keys and UMIDs for watermarked content (SSL)

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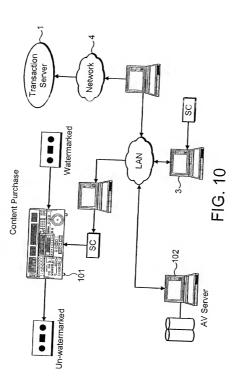


· Buyer registration (approval, passwords, bank account details etc.)

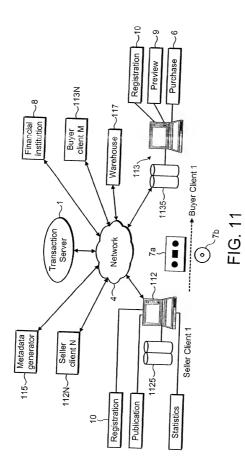
. Access to metadata

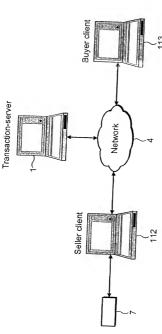
· Register interest in UMIDs

· Access business rules and pricing - enable purchase · Secure delivery of decryption-keys, templates and algorithms (SSL)



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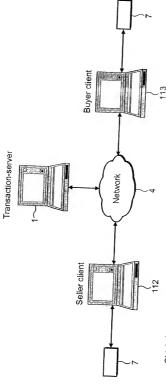


Obtain seller software

Seller registers with transaction server using seller client processor

Select client processor watermarks content

Seller client processor informs transaction-server of the generated UMIDs and keys Seller provides metadata, rates card, business rules Seller sends watermarked material to buyer



Obtain buyer software

Buyer registers with transaction server Buyer views watermarked content and decides to purchase

· Buyer client processor obtains removal data from license file Transmission server delivers license file

Buyer client proceesor removes watermark and optionally adds fingerprint

A Metadata UMID(s)
Link to seller
keywords
Picture stamp(s)
Resolution
Any other metadata

B Rates card UMID(s)
Price for additional metadata
Base price
Discounts
Exclusive purchase
Prices for different uses

C Business rules
Standard contract
Customized contract terms

D License file

a) Metadata
b) Purchase price
c) Business rules
d) Watermark data
e) Security data
f) Time limits
g) Country

FIG. 14

Statistics / Transaction log

Seller
Buyer
Content
Price
Total Sales
Total Price
Analysis by genre
Time expired material
Country / region analysis